



Retail Goods and Services Expenditures

Prepared by DCA

Counties: Cullman, AL

Top Tapestry Segments:		Demographic Summary		2007	2012
Southern Satellites	47.3%	Population		81,338	84,207
Midland Crowd	12.8%	Households		32,435	33,749
Simple Living	10.4%	Families		23,352	23,904
Salt of the Earth	7.5%	Median Age		39.1	40.6
Midlife Junction	5.7%	Median Household Income		\$37,872	\$42,192

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	59	\$1,623.70	\$52,664,813
Men's	62	\$305.04	\$9,893,845
Women's	57	\$546.00	\$17,709,497
Children's	68	\$296.49	\$9,616,690
Footwear	53	\$267.94	\$8,690,715
Watches & Jewelry	58	\$115.10	\$3,733,396
Apparel Products and Services ¹	63	\$93.13	\$3,020,670
Computer			
Computers and Hardware for Home Use	63	\$138.72	\$4,499,372
Software and Accessories for Home Use	58	\$17.44	\$565,598
Entertainment & Recreation	70	\$2,388.12	\$77,458,804
Fees and Admissions	57	\$345.57	\$11,208,600
Membership Fees for Clubs ²	59	\$93.17	\$3,022,077
Fees for Participant Sports, excl. Trips	59	\$66.91	\$2,170,353
Admission to Movie/Theatre/Opera/Ballet	53	\$80.04	\$2,596,206
Admission to Sporting Events, excl. Trips	59	\$34.04	\$1,104,193
Fees for Recreational Lessons	55	\$71.40	\$2,315,771
TV/Video/Sound Equipment	69	\$800.71	\$25,970,930
Community Antenna or Cable Television	73	\$486.65	\$15,784,423
Color Televisions	61	\$84.43	\$2,738,507
VCRs, Video Cameras, and DVD Players	69	\$26.61	\$863,205
Video Cassettes and DVDs	69	\$42.00	\$1,362,372
Video Game Hardware and Software	68	\$22.38	\$726,036
Satellite Dishes	72	\$1.11	\$36,029
Rental of Video Cassettes and DVDs	66	\$39.17	\$1,270,502
Sound Equipment ³	60	\$94.62	\$3,069,006
Rental and Repair of TV/Sound Equipment	65	\$3.73	\$120,850
Pets	79	\$349.00	\$11,319,757
Toys and Games	71	\$129.58	\$4,202,964
Recreational Vehicles and Fees ⁴	84	\$382.10	\$12,393,524
Sports/Recreation/Exercise Equipment ⁵	66	\$152.32	\$4,940,598
Photo Equipment and Supplies ⁶	67	\$91.66	\$2,972,988
Reading ⁷	65	\$137.18	\$4,449,443
Food	70	\$5,915.17	\$191,858,628
Food at Home	72	\$3,616.16	\$117,290,185
Bakery and Cereal Products	72	\$518.00	\$16,801,202
Meat, Poultry, Fish, and Eggs	73	\$966.65	\$31,353,236
Dairy Products	72	\$395.66	\$12,833,367
Fruit and Vegetables	68	\$592.46	\$19,216,466
Snacks and Other Food at Home ⁸	73	\$1,143.39	\$37,085,914
Food Away from Home	68	\$2,299.01	\$74,568,443
Alcoholic Beverages	62	\$383.55	\$12,440,462
Nonalcoholic Beverages at Home	75	\$326.93	\$10,604,058



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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	50	\$743.26	\$24,107,786
Vehicle Loans	81	\$4,964.70	\$161,029,904
Health			
Nonprescription Drugs	77	\$93.38	\$3,028,662
Prescription Drugs	88	\$509.63	\$16,529,916
Eyeglasses and Contact Lenses	73	\$60.66	\$1,967,408
Home			
Mortgage Payment and Basics ⁹	63	\$5,448.19	\$176,712,033
Maintenance and Remodeling Services	64	\$1,256.02	\$40,739,122
Maintenance and Remodeling Materials ¹⁰	81	\$304.12	\$9,864,218
Utilities, Fuel, and Public Services	74	\$3,251.46	\$105,461,019
Household Furnishings and Equipment			
Household Textiles ¹¹	64	\$89.59	\$2,905,734
Furniture	62	\$395.89	\$12,840,744
Floor Coverings	59	\$53.44	\$1,733,300
Major Appliances ¹²	74	\$218.92	\$7,100,530
Housewares ¹³	65	\$68.03	\$2,206,616
Small Appliances	72	\$26.54	\$860,948
Luggage	54	\$5.54	\$179,789
Telephones and Accessories	61	\$29.18	\$946,611
Household Operations			
Child Care	55	\$228.83	\$7,422,110
Lawn and Garden ¹⁴	84	\$373.56	\$12,116,317
Moving/Storage/Freight Express	62	\$32.95	\$1,068,771
Housekeeping Supplies ¹⁵	74	\$572.60	\$18,572,414
Insurance			
Owners and Renters Insurance	79	\$376.88	\$12,224,241
Vehicle Insurance	72	\$1,060.30	\$34,390,873
Life/Other Insurance	76	\$484.34	\$15,709,478
Health Insurance	80	\$1,570.55	\$50,940,877
Personal Care Products ¹⁶	69	\$326.34	\$10,584,756
School Books and Supplies ¹⁷	65	\$78.47	\$2,545,302
Smoking Products	84	\$404.03	\$13,104,699
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	79	\$4,519.02	\$146,574,413
Gasoline and Motor Oil	79	\$1,613.15	\$52,322,484
Vehicle Maintenance and Repairs	70	\$746.06	\$24,198,313
Travel			
Airline Fares	55	\$225.62	\$7,317,884
Lodging on Trips	64	\$259.58	\$8,419,485
Auto/Truck/Van Rental on Trips	52	\$22.81	\$739,716
Food and Drink on Trips	65	\$305.90	\$9,921,922

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Expenditure data are derived from the 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.



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¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.

³**Sound Equipment** includes sound components and systems, CDs, tapes, records, needles, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

⁴**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁵**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

⁶**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

⁷**Reading** includes newspapers, newspaper subscriptions, magazines, magazine subscriptions, and books.

⁸**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

⁹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹⁰**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, insulation materials, and materials to finish a basement, for owned homes.

¹¹**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹²**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹³**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁴**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁵**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrapping supplies, postage, and delivery services.

¹⁶**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.

¹⁷**School Books and Supplies** includes books and supplies for college, elementary school, high school, and preschool.

¹⁸**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.